



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

Alianza para el  
**TURISMO COMUNITARIO**



**Quarterly report**  
**January 1st – March 31, 2009**  
**Cooperative Agreement 520-A-00-06-00092-00**  
**Community Tourism Alliance**  
**USAID – Counterpart International**

**April 2009**



**Cover Photos:** Handicraft Artisans Yama; Natural Park Recreation Las Conchas Chahal, AV, Las Cumbres Ecosauna, Quetzaltenango Agretuchi Workshop in Coban, A. V.



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

**Alianza para el  
TURISMO COMUNITARIO**



*Quarterly Report January – March 2009*

*Fiscal Year 2009*

## INDEX

	PAGE
I. Executive Summary	3
II. Introduction	5
III. Description of Results and Activities	5
1. Strengthening Local, Regional and National Tourism Organizations	5
2. Access to Credit and Financial Services	11
3. Promotion of Best Practices and Certification	14
4. Marketing of Tourism Products	15
5. Development and Marketing of Handicrafts	25
Annexes	30



## I. Executive Summary

During this quarter, the Project Alliance for Community Tourism, continued to provide advice and technical assistance to strengthen local tourism organizations. In the region of Verapaces AGRETUCHI be supported in providing for the development of its annual operating plan, the collection of information for creating a profile to be presented to INGUAT to expand tourism infrastructure in Candelaria Camposanto (Caves National Park Candelaria) and the first draft of a project profile submitted to the program Pro Rural Tourism to improve tourism infrastructure and equipment that make communities Puerta al Mundo Maya route. This project involves the empowerment of a tourist information center in the county seat of Chisec in project run in collaboration with the Municipality of Chisec.

In the Mayan Biosphere Reserve, it continued to advise the commission ACOFOP Tourism in developing a strategic plan and to develop a project for the construction of school community tourism to be presented to the Project Petén Development Conservation Maya Biosphere Reserve. Working with Carmelita Tourism Commission focused on the re-structuring of packages based on a cost analysis.

Assessments completed by the end of the course participants of Community Tourism Guide in the following communities:

- ▣ Carmelita: 15 people passed the evaluation
- ▣ Communities close to the National Park Yaxha-Nakum-Naranjo: 17 approved
- ▣ San Juan Comalapa: 14 approved

Also began the process of planning and evaluation for the implementation of this course in San Juan la Laguna, Solola, San Marcos la Laguna, Solola, San Andrés, Solola, San Pablo Tacaná-San Marcos, Chilascó-Baja Verapaz, Chiabal -Huehuetenango and Uaxactún-Petén.

The project is supporting the CONAP in the organization and implementation of workshops for the development of the Public Use Plan Mirador Rio Azul National Park - Naachtun Dos Lagunas Biotope. In other regions, the assistance provided by the project management and promotion of tourist visitation in protected areas focused on the following topics: a) preparation of a guide to improve the management of visitors during Easter in the City Park and Shells advice on the preparation of a project profile to develop the Master Plan to be presented to the program Pro Rural Tourism b) began work to develop a promotional kit and design interpretive stations in the Quetzal Biotope, c) CONAP began supporting a design-interpretive brochure for the National Park Yaxha-Nakum-Naranjo and gathering information for the design of a tourist guide SIGAP protected areas, which will be the first campaign tool to promote tourism to protected areas.

During this quarter we designed a program of technical assistance in administrative tools and management of tourism businesses. This program began implementing MSME Sololá 8 and presented in Petén, obtaining registration of 16 companies.

The result of technical assistance in access to credit and financial services provided by the project during the current quarter were: two loans approved for the purchase of buses, for a total amount of U.S. \$26,250. 6 companies were identified in the region of Quetzaltenango - Retalhuleu in

fundraising, which were diagnosed and developed a technical assistance plan for each of them.

As the momentum of sustainable tourism practices and certification, CPI is participating in the review and feedback of the Guide to Good Practice sustainable tourism communities. Currently, the consulting team has presented the environmental and economic environment of the business of good practice guide. Each of these sections have a key box evaluation and implementation of best practice which is also part of the results obtained. Apart from the feedback from partners in this project, the contents of the guide have begun to be validated in other countries in Latin America with support from SNV and Rainforest Alliance.

Component activities tourist product marketing focused on the monitoring of the program "Let's Make it your business or tourist destination sell more". It continued to provide technical assistance in the development of sales tools to program partner companies. During this quarter, 24 companies joined the program (6 companies in San Pedro and San Juan la Laguna, Solola, Retalhuleu 3 in, 1 in Coban, Alta Verapaz and Petén 11).

In Sololá methodology was designed to analyze the market to implement the campaign "Stay another day", which corresponds to one of the priority activities of monitoring the students study by the Universities of George Washington and the Valley of Guatemala 2008. In Verapaz, we implemented a campaign called "Knowing the Verapaces" focused on promoting various tourist destinations and services in educational establishments of Coban.

Geotourism work was focused on publishing, research and verification of information, including a list of museums, sites nominated location, location and boundary of protected areas, among others. For this, we searched the database of nominations, and consulted with institutions and partners (ANACAFÉ and INGUAT). CPI has been coordinating the interests of National Geographic, and ANACAFÉ INGUAT to refine the final details of the map and to start designing the launch strategy, positioning and marketing based on geotourism map.

Through the agreement with AGEXPORT diagnosis was performed to identify new groups with which to work craft collections added value. Articulated the same consulting team to provide advice and monitoring in the prototyping phase and collections. The team consists of one international designer, a local designer supervisor and two local designers under the direction of the Coordinator of the Commission of Handicrafts. Based on the results of the analysis, we will work with 4 groups craft producers. Additionally, with the support of CPI participated in SALPRO gift fair in Mexico City, generating 15 orders for the equivalent of \$ 20,000.

Overall the project, the main results achieved during this quarter were: a) U.S. \$ 959,881.09 in sales (of which \$ 77,225.40 is from sales of handicrafts), b) 222 jobs created, c) two loans for a total amount of U.S. \$ 26,250.00, d) 38 MSME organizations and strengthened, e) 797 people with incomes increased by sustainable management of natural resources and f) 50 people trained in natural resource management and biodiversity conservation.



## II. Introduction

**Community tourism Alliance** (The Alliance) is a public - private partnership in tourism development leading organizations whose objectives are: (a) support and create new community tourism enterprises as well as small and medium tourism enterprise in rural Guatemala, (b) improve access to marketing, product design and financial services for small and medium tourism enterprise, (c) improve the capacity of local communities to manage and conserve co cultural resources through tourism and d) better support local communities to participate in the biodiversity conservation in regions around the project sites.

Project activities are divided into five major components: 1) Strengthening of local tourism organizations, regional and national, 2) Access to credit and financial services, 3) the promotion of good management practices and certification, 4) Promotion and marketing tourism products and 5) Development and marketing of handicrafts. The following describes the main activities in each of them during the second quarter of fiscal year 2009 (January 1 - March 31, 2009).

## III. Description of Results and Activities

### 1. Strengthening local tourism organizations, regional and national

#### **1.1 Strengthening organizational and administrative communities Puerta al Mundo Maya route, other communities and destinations of Alta Verapaz:**

During this quarter, CPI continued to support associations forming the Association of Tourism Chisec (AGRETUCHI). Thanks to the support of the ICC completed the preparation of the Annual Operating Plan, also coordinated the planning and development of a strategic planning workshop and troubleshooting of the communities that make up the association, attended by 59 members of the Santa Isabel communities, San Isidro, El Zapote, La Union, Candelaria Cemetery, Muchilha '1, El Porvenir and Sepalau. The workshop was attended Community authorities, destination guides, members of the board of directors of each association and other partners. This activity, which lasted two days, sought to solve organizational aspects together to set goals and unify efforts to advance sustainable management of associations and tourist destinations.



Planning Workshop for AGRETUCHI

On the other hand, there were also activities related to the development of a proposal for the improvement of tourism infrastructure and equipment to community destinations of Puerta al Mundo Maya route, to be presented by AGRETUCHI. CPI provided technical assistance for the preparation of the project profile to undergo ProRural. Following up coming considering initiatives for several years within the proposal included the construction of a tourist information center will be located in an area of the Municipality of Chisec, the total estimated cost of the work is of Q. 891,377.88.

Likewise, CPI provided technical support to the Association of Community Development Councils second level, Region III of Santa Lucia (ACODESERESA), associated with the Ecoregion Lachúa in developing a proposal for a tourism project to ProRural. The work focused on gathering information for mapping local farm and manor house of the Finca Salinas Nueve Cerros, which is designed to allocate areas



for development of tourist services such as building picnic areas, adequacy of parking and the enhancement of the points of interest.

Other activities for strengthening Verapaces destinations described in section 4.1.3.

## **1.2 Strengthening community tourism in the Maya Biosphere Reserve, Petén:**

### **ACOFOP Tourism Commission:**

During the current quarter, Counterpart International and Balam Association (through the Alliance subgrantee) continued to support the Tourism Commission and its committees ACOFOP tourism, organizational and planning issues that are described below:

In order to organize and coordinate the work with ACOFOP, CPI provided technical and logistical support to develop the Strategic Plan of the Commission of Tourism ACOFOP. In this process the representatives and alternates of the tourism committees Carmelita, AFISAP, CUSTOSEL, OMYC, Green Tree and Forest Laborantes and ACOFOP officials.

In January began a joint process with ACOFOP and other local and international NGOs to analyze the current situation of Laguna del Tigre National Park. The results of this analysis were presented at the Meeting of the Bureau Multisectoral National Park Mirador - Rio Azul.

In February, worked with the Tourism Committee and Association Carmelita Balam in calculating costs for "all inclusive" offered by the Commission to visit the archaeological site of El Mirador. Subsequently, a meeting was held with the Tourism Committee Cooperativa Carmelita to review and discuss the rules of procedure for the tourism committee and the regulations for the Association of Community Tourism Guide. Both regulations are pending approval by the Board of Directors of the Tourism Commission and the Cooperative Carmelita.

CPI is participating together with Balam Association, Ak Tenamit ACOFOP and, in the process for the implementation of a School of Community Tourism in Petén. During this quarter, held a meeting with representatives of the Petén Development Project for the conservation of the Maya Biosphere Reserve (PDP-CRBM-BID) to discuss issues related to the submission of the project proposal for the tourism school ACOFOP Community, seeking to obtain the approval to submit the application to the PDP so we can start the process. It was determined that the procedure provides for prior approval by INGUAT, so it has begun to move in this phase before entering the PDP procedure.



*Workshop for developing the strategic plan of the Commission on Tourism ACOFOP*

### **1.3 Implementation for Career Community tour Guides:**

CPI continued to lead and coordinate with INTECAP, INGUAT and communities involved in the process to deliver courses of Community Tourism Guide in selected communities within the country. Here are the relevant activities by region.

#### **Petén:**

During the quarter, we held the final evaluation process of the guides who participated in the courses and community tourism guide that were held between September and December 2008 in the area and the National Park Carmelita Yaxhá. In Carmelita 15 people (men) were approved in the evaluation process, while in Yaxhá examination was approved by 17 people (12 men and 5 women). Counterpart, in conjunction with the Association Balam, provided support in the creation of records of people who passed the exam, which will be submitted to the Department of Registration INGUAT to begin the process of accreditation and certification officer.

On the other hand, began the process of coordinating the implementation of the course in Community Tourism Guide Uaxactún Village, Flores Peten. During this quarter the necessary arrangements were made to present the initiative to other community members. Later a visit to the community for people interested fill out the necessary paperwork, this time 27 people expressed interest and registration filled ballots. In late February, the evaluation was conducted of people interested in the course, which was attended by 16 people who underwent evaluation. It is expected that the course of community tourism guide starts in April and ends in June this year.





### **Chimaltenango:**

In San Juan Comalapa, 14 students passed the final exam of Community Tourism Guide. Currently these people started the training of 100 hours community guides must meet during the year and get the certification and accreditation by INGUAT.

### **Sololá:**

During this quarter was coordinated together with Fundación Solar, the process for implementation of a career in the municipalities of San Juan and San Marcos la Laguna. To date there are 12 people interested in participating, so implementation is expected to start the race in the next quarter in order to cater to a wider group. In San Andrés course will begin in early April with the participation of 18 people, is expected in this course include people of Santa Catarina and San Antonio Palopó.

### **San Marcos:**

It is planned to start the course with 16 representatives of the Association of San Pablo Tacaná JEM early next quarter. Efforts are under way to have the support of IUCN operating in that region.

### **Baja Verapaz:**

In Chilascó was a presentation of the race and so far reported 16 people interested in enrolling in the course.

In parallel, there have been contacts with various groups in the country to present the career of Community Tourism Guide, with the aim of extending the process to call more places. During this quarter the initiative was presented to groups Chicamán managers, Retalhuleu and Quetzaltenango who showed enough interest in it and expect in the coming months to identify a group of people who can participate in the initiative. There was also a presentation INGUAT promoters that support self-management committees Tourist in different regions, is expected early next semester will have an increased number of people interested in participating in this race.

## **1.4 Technical Assistance for MSMEs in Tourism Marketing:**

CPI continued to provide technical assistance to MSMEs and tourist destinations in Petén, Alta Verapaz, Baja Verapaz, Solola, Chimaltenango, Quetzaltenango, Totonicapán, Retalhuleu under the approach of strengthening and expansion of the tourism value chain within the program called "Let's Make it your company or sell more tourist destination." The assistance focused mainly on establishing strategic alliances, developing strategies and sales tools. The development and results of these activities are presented in detail in section

4.1 Strengthening and expansion of the tourism value chain.



## **1.5 Strengthening destinations and heritage conservation under principles of Geotourism**

During this quarter began preliminary work with the Center for Sustainable Destinations National Geographic to determine the issues to consider when designing a strategy for practical implementation of the principles of Geotourism in Guatemala. From Geotourism Charter Agreement or signed between National Geographic and the government of Guatemala, CPI will develop a series of tips that companies can implement and tourist destinations. CPI subsequently coordinates the process of dissemination and training in the implementation of practical advice. It has also begun discussions on a recognition system based marketing allowing motivate businesses and destinations to become more geotourism Guatemalans and contribute to Guatemala is recognized as a leading destination in this aspect.

## **1.6 Strengthening the Tourism commission CODEDE de Sololá:**

During the quarter, CPI continued to support the Tourism Commission Sololá CODEDE active member, participating in regular and special sessions focused on ensuring the development Atitlán tourist destination and implement the plan for boosting tourism. Similarly, the CPI team has relied on the internal strengthening, occupying provisionally since January, as secretary. Additionally, the advisory remains in marketing issues and participated in workshops to develop the rules and code of ethics of the Tourism Commission.

## **1.7 Advice on Public Use Management and Visitation in Protected Areas:**

This component continues to develop through CPI maintaining coordination with CONAP and the Technical Committee of tourism in protected areas (COTURAP).

### **Public Use Plan Workshops in Peten:**

In March, the First Workshop of Public Use Plan of the National Park Mirador-Rio Azul and Biotopo Naachtun - Dos Lagunas. During the first workshop, the result of joint work between Counterpart and CONAP, were announced the results of the situational analysis of the area, defining the vision and achieving set objectives of public use of the area. ICC will participate in the Planning Team that will be responsible for coordination and technical monitoring of this planning process for public use.



*Participants in the first workshop of the Public use Plan PNMRA*

## **Technical Assistance for the Management of Tourism in Protected Areas and Resources**

### Natural Park of Las Conchas Municipal Recreation:

During this quarter was drafted and completed technical documentation to apply for funding for the development of the Master Plan to ProRural Las Conchas. The plan had been identified as a priority need during diagnosis and planning conducted preliminary CPI for the previous quarter.

In preparation for the Easter season, CPI provided advice in coordination with the Peace Corps volunteer and forester of the Municipality of Chahal to implement a waste management area. Also coordinated the development of a guide to improve the management of visitors during Easter in the city park las Conchas, was developed to complement the park legislation, which was broadcast via radio by the local Municipal Corporation.

Based on the curricula and textbooks designed, organized an induction workshop, aimed at staff Chahal Municipal Council. The workshop was determined how to proceed with the awareness that hiring temporary staff for Easter in Las Conchas to meet peak season. The topics discussed included staff functions, regulations and rights and responsibilities in a protected area.

### **Biotopo del Quetzal:**

We conducted a reconnaissance visit to the site to identify the needs for improvement of interpreting signs and signage in the area. During the visit we determined the need to develop a promotional kit for the area, because they do not have any such material.

After completion of the visit, they began the process of interpretation of the information available to the stations of the biotope and other information generated nonexistent. Counterpart began developing a marketing strategy for the Biotopo including promotional materials that will be developed with JADE project financing



### **Developing an interpretive brochure - National Park Yaxhá-Nakum Naranjo:**

During this semester began developing a proposed structure for the park's interpretive brochure, during this phase we selected 10 sites that will be played at the site. It also included the interpretation of some relevant points and Nakum Topoxté and information to be included on Naranjo.

In February there was a visit to the National Park Yaxhá-Nakum-Naranjo for data collection in the field, making a tour of the park, with emphasis on the 10 priority areas for the brochure. They then prepared a proposal to include content and interpretation in the material, which is being discussed and improved in conjunction with the Section of Cultural Heritage and Ecotourism CONAP.

### **Collection of information on protected areas to include promotional material SIGAP:**

A review of the list of areas to be included in promotional material the Guatemalan System of Protected Areas in coordination with Section cultural heritage and ecotourism CONAP. During this phase it was decided to add 3 to material protected areas. To advance the design concept, a classification of the areas to be included in the material by region and by type of attractiveness.

CPI was in charge of compiling and writing the information about 30 protected areas that will be included in the directory. At the end of this process, the chips were sent information to each protected area managers for review and feedback. On the other hand, CPI is coordinating the collection process and photo editing and graphic design process guide.

## **1.8 Technical Assistance Administration and tourism Businesses**

Throughout Project implementation Alliance for Community Tourism, has been evident that tourism SMMEs in rural Guatemala, face serious weaknesses in the management of their businesses, which then causes difficulties in their daily operations and handling general business and long term. In addition, the micro and small entrepreneurs are more interested in participating technical assistance programs that provide practical tools for easy implementation in key areas of business management such as financial management, costing and pricing, establishment and management of profit margins, general management, and human resource management, among others.

In view of the above facts, CPI has designed a technical assistance program with practical approach (called "Diagnostics Situational Factors") in MS Excel platform, focused on strengthening MSMEs in these subjects. The program consists of six practical tools through which MSMEs can manage cash flows, costs and setting prices, determining profit margin by product or service, evaluate staff performance, design and evaluate marketing strategies and sales evaluate the overall management scorecard and sales and statistically evaluated. The program is taught in six months, consisting of





two training sessions and four follow-up sessions. In addition, participants have permanent access to personalized advice through an external consultant by phone or e-mail.

During this quarter, started the implementation of this program in Solola, with the participation of eight tourism MSMEs (San Pedro Spanish School, Rogers' Tours, Hotel Regis, White House Restaurant, Hotel Villa Santa Catarina, Hotel Porta, Maya Traditions Foundation and Hotel Villa del Angel). We implemented the first workshop focused on the application of the tools related to cash flow, establishing costs, prices, profit margin and sales statistical evaluation. All participants expressed their satisfaction with the program, especially for its easy application.

In addition, there was a presentation of it in Petén, counting the same way with an excellent reception. A total of 16 MSMEs are enrolled in the program, which will begin to be implemented in the next quarter.



Presentation of Diagnostics Business Situation in Petén



Sololá Entrepreneurs during the workshop Diagnostics Business Situation

## **2. Access to Credits and Financial Services**



As a result of technical assistance to the project Partnership for Community Tourism provides tourist and craft MSMEs seeking funding to expand or create new business during the quarter were implemented two bank loans. The companies that obtained approval of their claims were: a) Hotel Casa Luna, Coban, Alta Verapaz (in the amount of \$ 12,500, approved by the Industrial Bank, for the purchase of a minibus to provide transport services and tours to guests hotel) and b) Tourist Services Atitlan, Panajachel, Solola (STA, in the amount of \$ 13,750, for the purchase of a passenger minibus to expand existing fleet).

In both cases CPI provided advice in the preparation of financial projections, business analysis, identifying sources of funding and support in the credit application process.

Moreover, during the month of March, began providing technical assistance to a group of six companies in the region of Quetzaltenango and Retalhuleu, identified by CPI. These companies are: a) Hotel and Restaurant Cafetos Garden (San Felipe Retalhuleu), b) School Spanish Democracy (Quetzaltenango), c) Spanish School Cantel (Cantel, Quetzaltenango), d) Ms. Regina Aquino (individual seeking funding to enable an accommodation in the inner city of Retalhuleu), e) National Folk Dance Project (Retalhuleu) and f) of the Oswaldo Cruz (individual seeking funding to enable an accommodation in the inner city of Retalhuleu). The consultant hired by CPI component for access to credit and financial services diagnostic visited and developed a technical assistance plan for each of the companies.

### **3. Promotion of best practices and certification**

The tourism certification issue is becoming increasingly important with the new trends of the tourism market as well as regional initiatives, particularly the DR-CAFTA.

#### **3.1 Adaptation and application of best practices to guide communities in Latin America**

At the end of fiscal 2008, the SNV Netherlands Development - based Nicaragua - (SNV) and CPI made rapprochement with RA to start a pilot project in Guatemala focused on strengthening rural community tourism, including as one of the principal axes work promoting good practice in rural communities. SNV established a strategic alliance with RA and CPI Guatemala and defined one of the priority areas of joint work would be the final edition of the Guide to Good Practice for Sustainable Tourism for application in Latin American communities.

SNV team hired a consultant to prepare the proposal for the adjustment of the guide. CPI, RA and SNV form an advisory team that has provided feedback throughout the process.

Currently, the consulting team hired for the purpose, presented the environmental field and part of the economic and business environment of the Guide to Good Practice. Each of these sections have a key box evaluation and implementation of best practice which is also part of the results obtained.

As part of the process of adapting the material, the consulting team conducted a series



of workshops and validation of the environmental component of the overall style of the guide in different locations in Ecuador. The results and feedback obtained from both workshops have already been incorporated into the environmental section of the guide. Furthermore, it is planned to carry out in April, a new workshop in Nicaragua to pass the economic-business and in May a series of workshops in Guatemala coordinated by ICC to assess the socio-cultural and general content of the guide.

The consultancy is projected to end on 30 June 2009 and thereafter, CPI will work on the implementation of best practices and guidance in various communities in the country.

#### **4. Marketing of Tourism Products**

##### **4.1 Strengthening and expansion of the tourism value chain**

###### **4.1.1 Altiplano – Sololá / Chimaltenango:**

###### **a. Program expansion and accomplishments in Sololá y Chimaltenango**

During the quarter, new signed MoUs with six companies in San Pedro and San Juan La Laguna, identifying your marketing needs and how best to support them. Within these new companies associated with the program are: 1. San Pedro Spanish School (a group of Spanish schools which has offices in Livingston, Izabal and San Marcos la Laguna, and is about to open another in San Juan la Laguna and Santiago Atitlan) with which they have developed two different flyers; 2. Hotel Chi-ya 'in San Juan la Laguna, in which the image is designed, promotional labels and cards 3. Solar Pools in San Pedro la Laguna, for which a new image design and business cards; 4. Eco Spanish School in San Juan la Laguna was created with the corporate image and flyers; 5. Orbit Spanish School in San Pedro, in this case, we worked to create a logo and from it were designed business cards and informational signs - directional; 6. Casa Verde Tours of San Pedro la Laguna, is one of the few local operators and they developed the company logo.

These new companies are being assisted still at a basic level, with materials that are indispensable as market dynamics. Is expected to continue to support on issues such as: Updating and improving Web pages, designing newsletters, flyers, brochures, newsletters and others deemed relevant to each case.



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

Alianza para el  
**TURISMO COMUNITARIO**



Quarterly Report January – March 2009

Fiscal Year 2009



Rótulo Hotel Chi Yá, San Juan La Laguna, Sololá

#### b. Monitoring Program Partners – Let's Make

As part of the initiative "Let's Make your company or sell more tourist destination", the CPI team continued to support its member companies in the region, developing promotional materials and marketing. Monitoring has focused on 10 companies Panajachel, important advances have been achieved with the following: Hotel Villa del Angel, Roger's Tours, Maya Traditions Foundation, Handicrafts & Crafts Kaybal Juyub. These organizations have played their materials and are using them as promotional tools firsthand.

Among the materials worked with these and other companies associated with the program "Let's Make", has managed the development of: promotional blankets, a trefoil, images or corporate logos, business cards, labels, among others. Beneficiary companies in Panajachel, Solola are comprised of hotels, tour operators, souvenir shops, a restaurant and a foundation of fair trade craft. All companies have benefited by joint efforts and for the next quarter will continue to work with them.

#### 4.1.2 Altiplano – Quetzaltenango / Totonicapán / Retalhuleu:

##### a. Expanding Quetzaltenango – Retalhuleu

##### Quetzaltenango

During this quarter, CPI has integrated three new companies to achieve in Quetzaltenango program and have signed the respective MOUs. These new ventures and contributions of CPI are:

Juan Sisay Spanish School: School dedicated to teaching courses in Spanish and Mayan languages to foreigners. Materials developed jointly consist of the image of





the company and a certificate of recognition for students.

**Eco Sauna The Summit:** A company that offers sauna, restaurant and accommodation. Las Cumbres advantage volcanic conditions in the region to provide their customers health and therapeutic services. CPI developed the final design of business cards and a bifoliar describing the services of the company. Both materials were distributed during the 6th. National Tourism Conference organized by the Tourism Chamber in early March 2009 in Quetzaltenango.

**Villa de Don Andres Bed and Breakfast:** Boutique Hotel located in the historical center of Quetzaltenango. This company produced a flyer before Easter as a sales strategy. The material will be used as a marketing tool.

**Retalhuleu** Thanks to approach the area of Retalhuleu CPI, the association occurred ups program we attain unto in this region and tourism cluster of Retalhuleu.

**Moon Cafe and Restaurant:** Company dedicated to providing food services in the city center. It is expected to work on the redesign of the company's image and materials such as flyers, trefoil, menu and website.

**College and South Coast Training Center:** Center and diversified basic studies. Has qualified in the area of hotel, bar tender and kitchen as well as free courses etiquette and protocol, bakery, baking, crafts and florist. It will work in materials such as flyers, trefoil, banners and posters, among others.

In addition, a memorandum of understanding to support the tourism cluster of Retalhuleu in the design of promotional materials such as business and tourism directory website. Additionally, Counterpart shall, during the next quarter, a strategic planning workshop to set goals and work action priority for the department. Speakers will include board members and other key stakeholders in the tourism sector.

## **b. Monitoring Program Partners – Let's Make :**

### **Quetzaltenango**

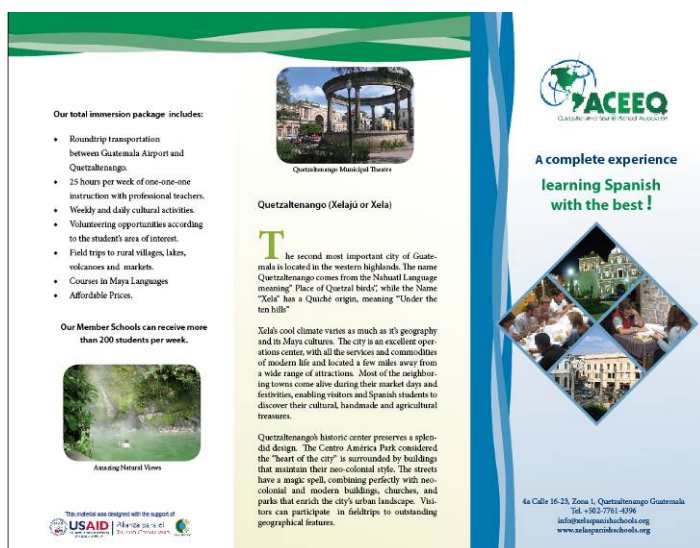
Follow-up activities to the partners we achieved continued throughout this quarter. This support has enabled the design and distribution of materials such as leaflets, banners, business cards, blankets, sheets, product labels, and even an advertisement that was published in the journal Revue.

In Quetzaltenango has continued to support a total of six companies and the Coordinating Association of Spanish Schools in Quetzaltenango (ACEEQ). Within enterprises include: Bilingual Center Amerindia (CBA), Chocolate Doña Pancha, Minerva Spanish School, My House Bed and Breakfast, tram Los Altos, and the Spanish school Ulew Tinimit.



Reproduced materials have been used for direct marketing and even in events like the Sixth National Congress of Tourism, organized by the Chamber of Tourism Quetzaltenango. In the event, the member companies noticed the improvement in his class, reaffirming the importance of working together with CPI.

Also, four of the member companies of the initiative Let's Make (Tram de los Altos, Eco Sauna Summit, Villa de Don Andres B & B and Chocolate Doña Pancha), joined forces to promote a city tour called "history, culture, taste and life" ICC and designed the promotional material for the same. As reported, the package generated interest within the congress visitors, enabling confirm reservations for future dates.



Brochure of the Association of Spanish language schools coordinator of Quetzaltenango

#### 4.1.3 Verapaces:

##### a. Monitoring Program Partners – Let's Make –:

During this quarter we continued providing technical assistance to partners Verapaces. Support was given to the company Coban Travels in the following:

- Design promotional fact sheet of the company.
- It provided technical support in the production of advertising material (fact sheet and business cards) that led to Coban Travels tourism fair in Quetzaltenango.
- Design-wheel tour of Coban and Semuc Champey.



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

Alianza para el  
**TURISMO COMUNITARIO**



Quarterly Report January – March 2009

Fiscal Year 2009



**COBAN AND SEMUC CHAMPEY**  
Weekend Tour 3 days-2 nights

**Includes:**

- Shuttle service from Antigua or Flores and back
- 2 nights in a dorm with shared bathroom at Hostal Casa Luna, Posada Don Pedro and/or Posada Casa El Sapote.
- Entrance fee to Semuc Champey
- Entrance fee to Lanquin Caves
- Tubing in Cahabón River
- 2 meals (1 breakfast and 1 lunch)
- Guide service
- Free Internet

**Posada de Don Pedro** **Casa Luna** **Posada Casa El Sapote**

**Rates:** \$75 per person

**For Reservations Contact:**

**Cobán Travels**  
5ta Ave. 2-28 zona 1 Cobán,  
Alta Verapaz, Guatemala  
Tel. (502) 7951-3528  
info@cobantravels.com  
www.cobantravels.com

USAID Alianza para el Turismo Comunitario

Promotional flyer for Travel Tour operator, Cobán

Support was given to the company The Real Stay at:

- ▣ Coordination and logo design approval
- ▣ Coordination wheel design for the anniversary of the restaurant and day of love
- ▣ Design Hotel fact sheet and restaurant.

Support was given to the company Art Carey at:

- ▣ Review design proposals Carey art catalogs. Develop fact sheet text.

Support was given to the company Hostal Casa Luna in:

- ▣ Coordination of improvements flywheel map Hostal Casa Luna
- ▣ Coordination to generate information fact sheet for Hostal Casa Luna.
- ▣ Wording of fact sheet in Spanish.

We planned, coordinated and conducted the promotional tour "Knowing the Verapaces" in Alta Verapaz, where he promoted several program partners achieve in the Verapaz. The tour was to make a photo slideshow of services and price information of each of them, and how to reach location. It also made a brief presentation of the work of the ICC and Let's Make program specifically. Visit was achieved 9 major schools of Coban, socializing businesses and destinations to 3.264 people.

We participated in a radio program Stereo Gerardi for about an hour, which



unveiled businesses and tourist sites that belong to the program achieve. The invitation to the program was received as a result of the promotional tour.

## b. Program Expansion Header accomplished in Coban

Signed an MOU with the Hotel Posada de Don Antonio. They are supporting in:

- Coordination of website design
- Coordination of design labels signaling
- Develop fact sheet text.



**Hotel Posada de Don Antonio**  
*Un lugar con historia y grandes eventos*

**¿QUIÉNES SOMOS?**

El Hotel Posada de Don Antonio es un cómodo hotel estilo colonial localizado en el centro de Cobán, la ciudad Imperial de Carlos V. Nuestra ubicación y ambiente colonial y familiar le ofrecen la oportunidad de visitar la ciudad de Cobán y sus alrededores de una forma segura y placentera.

Nuestras habitaciones, ubicadas alrededor de un hermoso jardín en donde se puede escuchar el canto de las aves, cuentan con baño privado, agua caliente y televisión por cable. Además, ofrecemos a nuestros huéspedes parqueo privado techado y servicio de Internet inalámbrico. El restaurante del hotel sirve desayunos y cenas de la más alta calidad con opciones de comida nacional e internacional.

Ofrecemos también nuestros amplios y acogedores salones para eventos especiales, así como servicio de catering.

En el hotel le atenderemos las 24 horas. El restaurante tiene un horario de desayunos de 6:30 a.m. a 10:00 a.m. y de cenas de 6:30 p.m. a 9:30 p.m. de martes a domingo.

**¿CÓMO LLEGAR?**

El Hotel Posada de Don Antonio se encuentra ubicado a sólo cuatro cuadras del Parque Central de la ciudad de Cobán, en la esquina entre la 5ª avenida y la 1ª calle de la zona 4. El acceso al parqueo es por la 1ª calle.

**CONTACTANOS**

5ª Avenida 1-51 zona 4, Cobán, Alta Verapaz  
Tel: 7951-1792 y 7951-4749  
Telefax: 7951-4287 y 7951-4751  
laposadadondonantonio@yahoo.com.mx

Hotel Factsheet of Posada de Don Antonio, Cobán

### 4.1.4 Petén:

#### a. Assistance to existing partners

He supported the Ecological Park Huleu Che Ha with creating a unifoliar in English, and the restaurant El Portal unifoliar Yaxhá with Spanish. Both versions are approved and are awaiting printing. Developed logo Tikal Connection Tour Operator.

In the area south of Peten, was completed on the brochure promoting tourist destinations of the municipalities of Dolores, and San Luis Poptún, which was approved by the Board of Directors and is pending TURISURP printing.





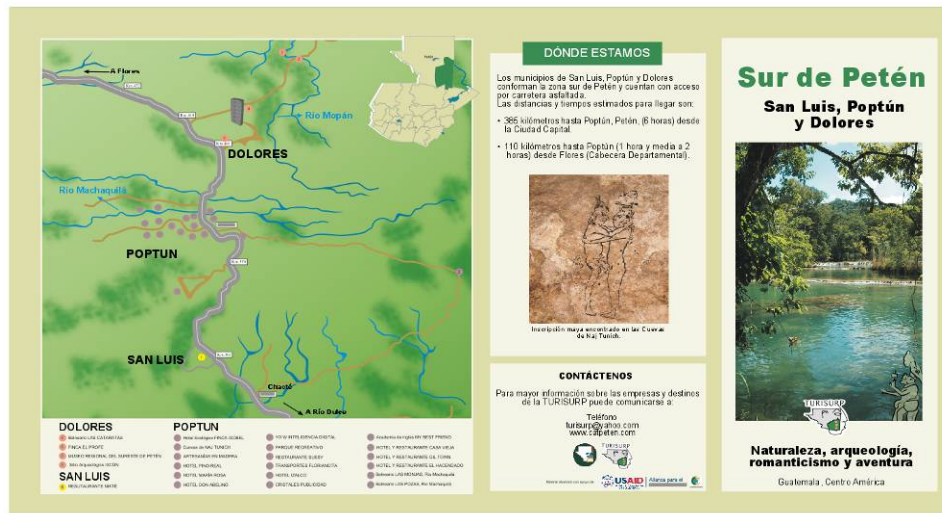
**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

**Alianza para el  
TURISMO COMUNITARIO**



Quarterly Report January – March 2009

Fiscal Year 2009



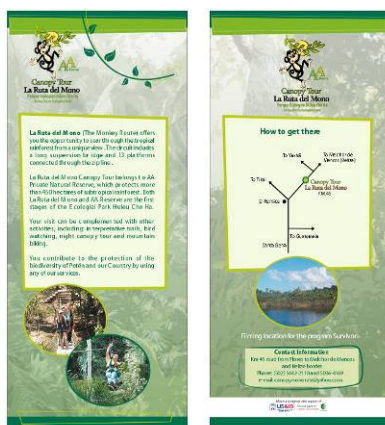
Promotional brochure for tourism destinations in Southern Petén, TURISURP

Logos were made for English Academy My Best Friend, Finca El Profe Farm Tourism, Transport Floriancita, I W Artificial Intelligence, Izalco Hotel, Hotel Casa Vieja, Pino Real Hotel, and Restaurant Turicentro Nicté Falls.

Were also developed business cards for Real and Pino Hotel Hotel Izalco and handouts for the Hotel Royal and Transport Floriancita Pino.



The Steering Wheel for the Yaxhá portal



Canopy Flyer Route Mono – Book AA

## b. Large – Let's Make – Program

During this quarter eleven new members joined, to which will be provided technical assistance in marketing, merchandising and good practices, as part of "Let's Make your company or sell more tourist destination." The first two were signed on February 5, with the Hotel Paraiso Maya, located in San José, Petén and Chi China Express Restaurant in Santa Elena Petén, these two companies belong to the same owner, who asked to work the materials needed for the hotel first and finish with it, starting with the restaurant. On February 11 was signed with the Hotel Mirador del Lago, located on the island of Flores. Also joined eight individual members as part of TURISURP.

Prepared the Hotel Paraiso Maya logo and your business cards. It also developed the image, logo and flyers in Spanish and English for the Hotel Mirador del Lago.

## 4.2 Promotion of sites and initiatives based on Geotourism map guides

During this period the work concentrated on publishing, research and verification of information, including a list of museums, sites nominated location, location and boundary of protected areas, among others. For this, we searched the database of nominations, and consulted with institutions and partners (ANACAFÉ and INGUAT).

There have been three versions guide map (map side and side of subjects) by NGS for review. The review was conducted on the following map on each side and joined digitally to the document:

- Proofreading of topics
- Reviewing pictures
- Comparison of nominations on maps and in the latest version of the database
- Proofreading nominations
- Overhaul the design



We worked on defining and obtaining photographs and texts that will guide map. We performed a reprint of the texts by working with the Guatemalan writer Stephany Davila and editing equipment and Anacafé CPI.

Once you have the final draft map will make a final revision and make all necessary arrangements for the launch and promotion strategy map.

#### **4.3 Redesign for website and road signs INGUAT desk**

In this component we have not made significant progress. Although INGUAT repeatedly stated that they are using technical analysis and recommendations made to the portal CPI [visitguatemala.com](http://visitguatemala.com) in the redesign process they have not been able to have smooth communication in this regard although CPI remains interested in providing technical support for this component.

### **5. Development and marketing of handicrafts**

In February of this year the Commission of Handicrafts Guatemalan Exporters Association - AGEXPORT - signed a cooperation agreement with the Project Alliance for Community Tourism Counterpart / USAID for the implementation of activities to support the development of handicraft in different departments.

These activities are intended primarily, to increase sales of Guatemalan handicrafts in local markets and regional export and improving the standard of living of the artisans served through a significant increase in the quality and diversity of supply craft. This process was carried out through Consulting in Design and New Product Development Craft, and promotion and marketing, both in the domestic and export markets.

Alliances were made with the Access table that AGEXPORT Mexico, which coordinates craftsmen allow project beneficiaries to participate in the trade mission to be held in Mexico City in May.

#### **5.1 Design Collections**

The Crafts Committee has a team of local designers and design technical assistants, who work directly and coordinated with selected artisan groups in developing new product lines, being necessary to carry the work at various stages.

The Consulting Design and Development of Handicrafts includes a work crew hired for the purpose. This team consists of: an international designer (Meredith Robinson) responsible for obtaining all information and design group proposed lines to develop new products, focusing especially on the international market trends.

Two local designers (Gloria Escobar and Luis Quintana) responsible for the development of prototypes of the designs proposed by the international designer, supervising and guiding the



production process directly with artisans attended also assists in logistics activities, information, purchase, delivery and control of raw materials and accompanying. A local designer supervisor (Ivania Ruiz), who is responsible for accompanying the development of products to be the liaison between the producer and the local designer. All previous coordinated by Aida Fernandez as part of the Commission of Handicrafts.

Executive Coordinator of the Commission of Handicrafts made the first visit of the Consultancy to groups of artisans producers that worked, to assess its production capacity (current production, raw materials, supply of them, other options available, production processes, times used, costs and prices of their products, techniques, skills, etc.). Based on its assessment, the international designer had set the stage for what the group could develop.

Taking into consideration all the elements contained in the above, were drawn sketches of the four product lines to be developed with the target groups. Developed a detailed estimate of the costs that would be incurred for the development of new products. With each of the target groups, it took two days of working together with the team.

After having defined product collections, local designers have started with the production of the same, accompanied the group throughout the process. The collections feature a variety of products:

**Sacalá, SA:** Line table (wood) - cup holders, insulators, round and square containers. Line officers (textile) - table runner, placemats, napkins, shakers in two palettes. Line Chamber (wood) - candle holders, shelves, cubes, pedestals, tables, mirrors, portalibros. Line Chamber (textile) - cushions. Line Accessories - grippers for bags (timber) bags in various designs.





**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

**Alianza para el  
TURISMO COMUNITARIO**



*Quarterly Report January – March 2009*

*Fiscal Year 2009*



Artisanal advice in Sacalá

**From the Mayan People to You:** Meaningful products, recycled products, jewelry, picture frames, puzzles.



Artisanal advice in "From the Mayan People"



Prototype Crafts of From the Mayan People

**Komon Aj Kem:** Personal accessories - bags, make-up, bracelets, coasters, individual, purses.



Artisanal advice in Komon Aj Kem

**Artesanías Yama:** Online baby accessories - shoes, hat, diaper bag, blanket game, stuffed figures. Personal accessories - bags and wallets cosmetiqueras. Home accessories - cushions.



## 5.2 Promotion of local, regional and international

These activities will take place next quarter

## 5.3 International Fairs:

**SALPRO Gift Fair, México City:** Participating companies were Colorful and Innova. Aj Quen Procuro Association and participated by sending samples of their products.

As a result of the acceptance that sparked the products presented, we generated 15 new orders worth \$ 20,000.00, 50% of orders generated was contacted buyers last year, and 50% were new customers. Orders placed at the fair will be dispatched on a consolidated basis in the month of March.

The new orders for these collections are:

Collection	Exporter	Amount in USD \$
Sets make up bags and shopping bags	Colorful	\$12,000.00
Leather Bag	Procuro	\$1,000.00
Beaded and general textiles	Innova	\$6,000.00
Line of cosmetic bags	Asoc. Aj Quen	\$1,000.00
		\$20,000.00

## 5.4 Arrival of International Buyers:

During this period he attended five international buyers from the U.S., Spain and El Salvador and contacted with 8 exporters. The visit of these buyers sold generated \$15,000.00

## ANNEX 1. DETAILED INDICATORS

### COMMUNITY TOURISM ALLIANCE - USAID / COUNTERPART INTERNATIONAL

FISCAL YEAR: 2009

QUARTER: 2

REVENUE	2nd qtr
<i>From Tourism</i>	882,655.69
<i>From Handcraft</i>	77,225.40
<b>Total</b>	<b>959,881.09</b>

EMPLOYMENT	2nd qtr
<i>Men</i>	114
<i>Women</i>	108
<i>Indigenous</i>	122
<i>Non Indigenous</i>	100
<b>Total</b>	<b>222</b>

NATIONAL TOURISTS	2nd qtr
<i>National Tourists</i>	30,702

INTERNATIONAL TOURISTS	2nd qtr
<i>International Tourists</i>	25,620
<i>Tourists without a particular nationality</i>	0

MSME's CREATED	2nd qtr
<i>MSME's CREATED</i>	2

CREDITS GRANTED FOR TOURISM AND CRAFTS	2nd qtr
Hotel Casa Luna	12,500.00
STA	13,750.00
<b>Total</b>	<b>26,250.00</b>



<b>STRENGTHENED ORGANIZATIONS</b>	
Let's Make New Partners (Petén)	11
Let's Make New Partners(Sololá)	10
Let's Make New Partners (Quetzaltenango - Retalhuleu)	6
Let's Make New Partners (Cobán)	1
Design and Handcraft Markets	4
Technical assistance programs in administrative tools	4
Career Community tour Guide	3
<b>TOTAL</b>	<b>39</b>

#### LEVERAGED FUNDS

<i><b>PARTNER</b></i>	<i><b>In-kind</b></i>	<i><b>Cash</b></i>	<i><b>Total</b></i>
ACOFOP			-
Fideicomiso Orpacaya		65,475.00	<b>65,475.00</b>
ACODESERESA		375,000.00	<b>375,000.00</b>
GyT Continental		13,750.00	<b>13,750.00</b>
Banco Industrial		12,500.00	<b>12,500.00</b>
Prensa Libre	3,312.50	-	<b>3,312.50</b>
<b>TOTAL</b>	<b>3,312.50</b>	<b>466,725.00</b>	<b>470,037.50</b>

<b>ETEO - SO2 / ECON GROWTH INDICATORS</b>	
<b>OP Indicators</b>	
<b><i>Program Element 6.2 Private Sector Productivity</i></b>	<b>2nd qtr</b>
Number of firms receiving USG assistance to improve their management practices	38
Number of SMEs receiving USG assistance to access bank loans or private equity	6
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	3

<b><i>Program Element 8.1 Natural Resources and Biodiversity</i></b>	<b>2nd qtr</b>
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	797
number of women	342
number of men	455
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	50

<b><i>Current PMP Indicators</i></b>	<b>1st qtr</b>
Sales of goods and services as a result of USAID programs, In thousand \$	959.881
Number of jobs created as a result of USAID programs	222